



NEWS RELEASE

Agency Contact: Andy Marken
Marken Communications, Inc.
(408) 738-1115 Office
(408) 732-9589 Home

ENGINEERING/CAD BACKGROUNDER

Client Contact: Mike Morand
(408) 745-2000

ATARI® COMPUTER PROVIDES RANGE OF WORKSTATION, PORTABLE SOLUTIONS FOR ENGINEERING/CAD ENVIRONMENTS

LAS VEGAS, NV (November, 1989) -- The increased speed and power of today's microprocessors and the ready availability of economical mass storage options has opened the doors of engineering and design firms to small system manufacturers. Atari Computer has made their mark in these new niche markets by offering engineers, architects, interior designers and other CAD/CADD users a full line of superior price/performance engineering/CAD workstations, as well as versatile portable systems.

The engineering/CAD workstation environment is one of the fastest growing segments of the personal computer industry. In fact, small system CAD revenues, which will be close to \$8 billion this year, are predicted to be nearly \$30 billion by 1992. Atari Computer is prepared to capture a significant share of this rapidly expanding market by providing users with complete hardware/software solutions.

From simple 2D drafting to true 3D solid modeling, the number of CAD software packages available for the Atari Computer systems is steadily

. . .more

ATARI ENGINEERING/CAD BACKGROUNDER (cont.)

increasing. All of the desktop systems in the ST™ and MEGA™ personal computer lines include features that are vital to engineers and designers, including easy-to-use graphical interfaces, mouse controls and high-resolution displays.

In addition, Atari Computer's laptop and palmtop systems offer full-featured economical alternatives for data collection, field and site work.

The CAD Market

The demand for individual CAD workstations became apparent in the mid-1980s when the market grew from being nearly non-existent to well over \$2.1 billion in 1984. Seeing the widespread acceptance of the personal computer as a CAD workstation, industry analysts who had originally anticipated only moderate growth for the technology quickly revised their forecasts and predicted a \$15-billion CAD market by 1994. Today, with dropping prices and the vast array of software packages that are available, analysts expect revenues to be closer to twice that figure.

For the engineering professional, there are essentially three levels of CAD usage: basic drafting, 3D design and solids modeling, and stress analysis. Atari Computer offers complete solution systems, including hardware and software that meet the needs of users at all three levels. The company also offers a range of programming tools such as language compilers, ensuring that engineers and designers have maximum processing flexibility.

In developing their solutions-oriented engineering/CAD systems, Atari Computer also recognized the increasing number of home office executives in

. . .more

ATARI ENGINEERING/CAD BACKGROUNDER (cont.)

the design environment. In fact, an engineer, architect or analyst working out of his or her home, can configure an entire Atari Computer workstation, including a powerful MEGA 4 personal computer, a 30-MB Megafile™ hard drive and a SLM804-PCV™ PostScript®-compatible laser printer for less than \$4,400.00, plus the cost of a high-resolution graphics monitor.

Powerful Hardware and Peripherals for CAD Environments

Atari Computer's design team has created hardware systems and peripherals that will provide CAD/CADD users with superior performance at a fraction of the cost of comparable systems.

MEGA 2™ and MEGA 4™ Personal Computers -- The MEGAs are based on the 68000 microprocessor and have 8.0-MHz system clocks. They are available with 2 MB or 4 MB of main memory and include a graphics accelerator chip to speed graphics handling--an important feature in the image-oriented CAD markets. The systems can be used with either a monochrome monitor or an RGB color monitor. Mouse, parallel, cartridge, DMA, serial and MIDI ports are also included. The MEGA 2 has a suggested list price of \$1,499.95 the MEGA 4 lists for \$2,199.95.

TT™ -- The Atari TT is a true 32-bit processor that maximizes the speed and power of the 68030 microprocessor running at 16 MHz. The system includes 2 MB RAM standard (expandable to 8 MB) and is compatible with Atari's 1040ST™. Emulators are available which allow the system to run popular CAD, engineering and graphics packages running in most operating system environments. The TT offers six graphics modes and a floating point option. SCSI, serial and

. . .more

ATARI ENGINEERING/CAD BACKGROUNDER (cont.)

parallel ports are standard. The TT offers engineers the fast processing speeds and the power they require for today's sophisticated CAD and analysis applications. The TT is one of Atari Computer's newest systems and will be available in the first quarter of 1990.

Stacy™ Laptop -- A truly portable version of Atari Computer's 1040ST the Stacy laptop is MEGA- and TT-compatible. Featuring 1 MB of standard memory (expandable to 4 MB) and an 8.0 MHz system clock, the Stacy is ideal for field work. An engineer can take the system to a plant or field site and input possible strategies, scenarios, scratch-pad plans and CAD designs on-site. Upon returning to the office, the data can be uploaded or downloaded to another system or the Stacy can be attached to a high-resolution monitor in order to resume work. Emulators can even be added to this 15-pound system to run design packages using other popular operating systems. The Stacy includes a 3.5-inch floppy disk drive, a second floppy or hard drive is optional. The system has a back-lit LCD display and includes an integrated trak-ball™ for mouse control. MIDI, parallel, RS232C and game controller ports are included as standard. The Stacy operates on 12 "C" batteries and retails for \$1,495.00.

Portfolio Palmtop -- For an even more compact system to collect field data, Atari Computer offers the Portfolio, a one-pound, palmtop system. Designed around the 80C88 microprocessor, the Portfolio uses adapted MS-DOS®-software and includes a Lotus 1-2-3® file-compatible spreadsheet, text editor, calculator, diary and programmable phone/address book. The 4.92-MHz system has 128K RAM as standard (expandable to 640K). Solid-state 32K, 64K and 128K RAM cards that are the size of credit cards replace a floppy drive and disk-

. . .more

ATARI ENGINEERING/CAD BACKGROUNDER (cont.)

ettes. Three standard "AA" batteries will power the system for over a month. The Portfolio includes a typewriter-style keyboard with function keys and a 40-column by 8-line LCD display. With optional interfaces, users can transfer data from the Portfolio to their desktop PC or print directly from the system. The Portfolio provides the portability that most laptops promised but never really provided. The palmtop system has a suggested retail price of \$399.95.

Megafile™ Hard Drives -- Image-intensive CAD environments often require storage capacities that are considerably higher than any standard personal computer provides. Atari Computer offers two internal hard drives: the Megafile 30™ and the Megafile 60™ for their MEGA systems. The Megafile drives retail for \$699.95 for 30 MB and \$999.95 for 60 MB.

SLM804 PCV Laser Printer™ -- The Atari Computer SLM804 PCV connects to the Direct Memory Access (DMA) port on the MEGA and TT personal computers. This significantly increases document processing speeds and leaves the parallel port free for additional equipment, such as a plotter. The SLM804 PCV laser printer has a printing speed of eight pages per minute and prints at a resolution of 300 dots per inch (dpi). The PostScript-compatible printer features 50 fonts. The SLM804 PCV laser printer retails for \$1,495.00.

Software Packages Provide a Wide Range of Capabilities

A full range of CAD software packages are available for the Atari Computer systems, and there are more on the drawing board. These software packages enable users to create the detailed, professional drawings that once required the power of a minicomputer or mainframe but can now be achieved with

. . .more

ATARI ENGINEERING/CAD BACKGROUNDER (cont.)

the affordable Atari Computer systems. Some of the leading CAD software packages include:

DynaCADD™ -- Developed for working engineers and architects, DynaCADD is used to design and revise detailed drawings. The package reads and writes using the design industry-standard DXF format and provides compatibility with Calamus™, a premier desktop publishing package. DynaCADD is compatible with a variety of output devices including pen plotters and the Atari Computer SL804 PCV PostScript-compatible laser printer. DynaCADD is offered by ISD Marketing.

Cyber Series™ -- Antic/ Software offers a group of animation, modeling and other engineering programs including: **Cyber Sculpt**, an advanced 3D modeling tool that uses a mouse-controlled 3D-object molder; **Cyber Texture**, an object raster master that enables users to turn picture or animation files into 3-D images; **Cyber Control**, a CAD-3D motion control language that lets the users create animations quickly; and **Cyber Paint**, an animation program that contains all of the standard paint tools.

BeckerCAD™ -- This comprehensive CAD program from Abacus® features comprehensive drawing tools, fully-integrated programming language and printer support for Post-Script and compatible printers, as well as HPGL plotters.

GFA BASIC™ -- GFA BASIC is a powerful implementation of the BASIC programming language adapted for the Atari System. Atari Computer users enjoy the same programming flexibility, commands and other features that are offered by the DOS and other versions of this popular computer language. The program is available from Antic Software.

. . .more

ATARI ENGINEERING/CAD BACKGROUNDER (cont.)

Mark Williams®C -- Mark Williams offers a popular C compiler featuring full Kennighan & Ritchie plus ANSI extensions, a Microshell command processor, a C source debugger and a complete AES/VDI library for GEM programming.

Atari Computer's CAD solutions are designed to offer complete flexibility with proven compatibility. By providing users with superior total systems and a range of software at a cost-effective price, Atari Computer will secure a strong position of leadership in the small systems CAD arena.

For more information about Atari Computer's CAD solutions, contact Mike Morand, president, Atari Computer, 1196 Borregas Avenue, Sunnyvale, CA 94086, (408) 745-2000.

#

Atari is a registered trademark; MEGA, ST, Megafire and SLM804 PCV are trademarks of Atari Corporation.

Other products are trademarks of their manufacturers.

10ATR43.BGR